

What is claimed is:

- 1 1. A method executable by a system, comprising:
2 receiving customer feedback;
3 analyzing words in the customer feedback;
4 associating at least some of the words with respective one or more values; and
5 generating an indication to rate customer feedback based on the one or more
6 values.
- 1 2. The method of claim 1, further comprising defining a user-defined data type
2 having one or more data structures for storing predefined words and associated values.
- 1 3. The method of claim 2, wherein the one or more data structures comprise an array
2 of the predefined words and associated values.
- 1 4. The method of claim 2, further comprising invoking a first routine associated with
2 the user-defined data type to load the predefined words and respective values in the one
3 or more data structures.
- 1 5. The method of claim 4, further comprising invoking a second routine associated
2 with the user-defined data type to calculate a score based on the words in the customer
3 feedback and content of the one or more data structures,
4 wherein generating the indication is based on the score.
- 1 6. The method of claim 5, wherein invoking the first and second routines comprises
2 invoking functions associated with the user-defined data type.
- 1 7. The method of claim 2, further comprising storing the one or more data structures
2 in a first relational table.

1 8. The method of claim 7, further comprising storing customer feedback in a second
2 relational table,

3 wherein generating the indication is based on performing a join of the first and
4 second relational tables.

1 9. The method of claim 7, further comprising distributing the relational table across
2 plural access modules.

1 10. The method of claim 2, wherein receiving the customer feedback comprises
2 receiving the customer feedback in electronic mail.

1 11. The method of claim 2, wherein receiving the customer feedback comprises
2 receiving customer-entered feedback at a web server.

1 12. The method of claim 2, wherein receiving the customer feedback comprises
2 translating voice feedback to text feedback.

1 13. The method of claim 2, wherein receiving the customer feedback comprises
2 receiving the customer feedback in a database system.

1 14. An article comprising at least one storage medium containing instructions that
2 when executed cause a system to:

3 analyze words in customer feedback;
4 associate at least some of the words with one or more values; and
5 generate an indication to rate the customer feedback based on the one or more
6 values.

1 15. The article of claim 14, wherein the instructions when executed cause the system
2 to generate the indication by generating an indication of customer satisfaction or
3 dissatisfaction.

16. The article of claim 14, wherein the instructions when executed cause the system to generate the indication by generating an indication of customer approval or disapproval.

17. The article of claim 14, wherein the instructions when executed cause the system to generate the indication by generating an indication of customer emotion.

18. The article of claim 14, wherein the instructions when executed cause the system to store rating data according to a user-defined data type, the rating data associating a list of predefined words with respective values.

19. The article of claim 18, wherein the instructions when executed cause the system to associate the at least some of the words in the customer feedback with the one or more values based on the rating data.

20. The article of claim 18, wherein the instructions when executed cause the system to store a negative value for a word having a negative connotation and a positive value for a word having a positive connotation in the rating data.

21. The article of claim 20, wherein the instructions when executed cause the system to store modifier values for adjectives to increase the positive and negative values of the words.

22. The article of claim 18, wherein the instructions when executed cause the system to invoke a first routine to generate the indication.

23. The article of claim 22, wherein the instructions when executed cause the system to invoke the first routine by invoking a function associated with the user-defined data type.

